

Winston-Salem State University Board of Trustees Advancement Committee Meeting
Thursday, September 17, 2015

Minutes

Call to Order:

Trustee Harris called the meeting to order at 12:35 P.M.

Roll Call:

Trustees Present: Mr. Kyle Brown, Mr. Kelvin Farmer, Dr. William Harris, Mrs. Debra Miller, Mr. Scott Wierman and Mr. Charles Wright.

Trustees Absent: Mrs. Sue Henderson, Mr. Mike Shortt and Mr. Osyris Uquoezwa.

Staff Present:

Mrs. Michelle Cook, Ms. Dionne Evans, Mr. Gregory Hairston, Mr. Nathan Harlan, Mrs. Andrea Jenkins, Dr. Mary McComb and Mrs. Kimberly Reese.

Guest Present:

Mr. John Hinton, Winston-Salem Journal.

Approval of Agenda:

Dr. Harris asked for a motion to approve the agenda. The motion carried.

Approval of Committee Meeting Minutes:

Dr. Harris asked for a motion to approve the minutes of the June 11, 2015 meeting. The motion carried.

Gift Summary Report:

Mrs. Cook presented the 2014-2015 Fiscal Year Gift Summary Report. She reported overall giving increased 28% for the year from \$2.17 million last year to \$2.8 million. The number of donors grew from 2,400 to 3,200, an increase of 33%. Alumni support increased in both donors and dollars; contributions from faculty and staff increased 152 % and the number of donors identified as friends grew from 706 to 799. Student giving increased 50.3 %.

Divisional Highlights:

Mr. Hairston reported alumni donors increased 10.3% with dollars increasing from \$459,899 to \$544,577. He reported on the effectiveness of the Call Program in alumni giving.

Dr. McComb reported a \$275,000 grant was received from Kate B. Reynolds Charitable Trust for the Almost Home Scholarship. She also presented an update on fundraising for private scholarships from 2012 to 2015. The number of scholarships funded by private dollars grew from 184 in 2012 to 334 in 2015. Donors invested over \$3 million for scholarships during the same period.

Mr. Harlan reported on a successful event in Raleigh where Chancellor Robinson hosted about 30 Triangle-area business and governmental leaders. He also talked about potential corporate partnerships that are being established with A.J. Fletcher Foundation, SAS Institute Inc. and UPS. In closing he talked about how the Advancement Committee can work with the Corporate and Foundation Relations Committee of the WSSU Foundation to build corporate relationships in support of campus priorities.

Minutes

Mrs. Reese reported that faculty and staff donors and contributions increased significantly and shared examples of various marketing strategies used to encourage faculty and staff giving. She also reported on the success of Giving Tuesday last year and plans to participate in Giving Tuesday again this year. Mrs. Reese also highlighted plans for a second targeted giving day in June 2016, in honor of the birthday of Simon Green Atkins, the university's founder.

Mrs. Jenkins reported that the Major Gifts Committee of the WSSU Foundation is working to re-establish the Dinners with Twelve. The Major Gifts Committee has engaged over 100 individuals at three dinners and a Winston-Salem Dash baseball outing. She also reported on a \$50,000 endowed scholarship and \$1,500 bridge gift that was received from a new friend.

Philanthropic Naming and Endowment Policy:

Mrs. Cook shared proposed revisions to the Philanthropic Naming and Endowment Policy. The policy was adopted in 2001 and last revised in 2006. She reported that final authority for the naming of buildings, programs and campus spaces rests with the Board of Trustees subject to policies set by the Board of Governors. The proposed revisions were designed to clarify facility naming issues as well as issues related to establishing endowments.

Dr. Harris asked for a motion to approve the policy. The motion carried.

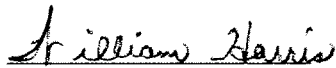
New Business:

Mr. Wierman offered to assist with identifying and soliciting potential donors. Dr. Harris encouraged trustees to consider hosting an event to introduce their friends to Chancellor Robinson and the university.

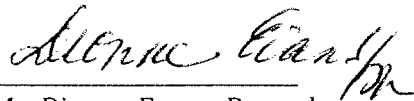
Adjournment:

Mr. Harris called for a motion to adjourn. The meeting adjourned.

Respectfully submitted,



Dr. William Harris, Chair



Ms. Dionne Evans, Recorder